



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT  
PM4

*[Handwritten mark]*

Applicant: Kovac et al.

Examiner:

Serial No.: 09/778,234

Group Art Unit: 2614

Title: **SYSTEM AND METHOD FOR ADVERTISEMENT  
SPONSORED CONTENT DISTRIBUTION**

**RECEIVED**

APR 25 2001

Technology Center 2600

Filed: 02/06/2001

Certificate of First Class Mailing under 37 CFR 1.8

The undersigned hereby certifies that this document is being deposited with the U.S. Postal Service on the date subscribed below, with sufficient postage as first class mail, in an envelope addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231.

*Esther Miller* Date: *April 18, 2001*  
Esther Miller

**DISCLOSURE STATEMENT**

In accordance with the duties imposed by 37 C.F.R. Section 1.56 et seq., the Applicant submits the following information for consideration by the Examiner in connection with the patent application identified above. The Applicant believes that each paragraph below distinguishes the invention described and claimed in the present patent application from the reference described.

**Document A:** U.S. Patent Number 5,532,735

US Patent No. 5,532,735 discloses a technique for an interactive television (ITV) system wherein viewers are allowed to select a desired level of advertisements with which they are provided. The technique comprises transmitting to a subscriber location a program and a set of advertisements (collectively referred to as a "show"). The set of advertisements is selected based upon an input from a user associated with the subscriber location. The input comprises an indicator of an amount of advertisements in the set of advertisements. Another feature of the ITV system described is that it allows for adjusting an amount of a bill of a subscriber to interactive television services based upon the amount of advertisements viewed in a show.

**Document B:** U.S. Patent Number 5,708,478

US Patent No. 5,708,478 discloses a computer-implemented method for capturing advertiser information received from an audio or video signal. The method includes the steps of receiving an incoming video or audio signal, determining whether the incoming video or audio signal includes advertisement specific data of an advertiser, and capturing and storing the advertiser specific data. The method also includes the steps of selectively performing, responsive to the request of a user, at least one of the following steps: printing the advertiser specific data including current and previous advertiser specific data upon request; displaying the advertiser specific data including current and previous advertiser specific data upon request; obtaining an advertiser destination number from the advertiser specific data and automatically attempting to establish voice connection with the advertiser upon request; providing directions to an advertiser location; and determining a geographically preferred advertiser.

**Document C:** U.S. Patent Number 5,802,284

US Patent No. 5,802,284 discloses a computer-based system and method for providing immediate feedback to the user in an interactive television system. The system presents interactive programs to a user; each program can have a "cover bundle" for "covering" the delay between user selection of the program and the program's availability. When a user requests a program having a cover bundle, the cover bundle is downloaded first. The cover bundle provides a simple presentation (e.g., a short movie, music, and the like) to keep the user engaged while the requested program downloads.



**Document D:** U.S. Patent Number 5,973,723

US Patent No. 5,973,723 discloses a device containing a plurality of pre-stored program clips corresponding to portions of program information for presentation to a user. A comparator compares the program clips with program information and causes selection of an alternate program in response to a match. In one embodiment, the program information corresponds to a television program and a program clip corresponds to a video frame at the beginning of an undesirable commercial, resulting in a television that automatically selects an alternate program in response an original program having an undesirable commercial. After a predetermined time associated with the video clip the television automatically returns to the original program. The invention also enables creation of new program clips based upon received program information.

**Document E:** U.S. Patent Number 6,005,603

US Patent No. 6,005,603 discloses a segment announcing system that contains one or more segment announcement receivers that receive one or more announcements over a network connection and/or other communication connection. The announcements contain content information about the content of broadcast information being broadcast, e.g., to a television. The segment announcement receivers have one or more control outputs to perform a function, typically to control the segment announcement receivers during processing of information called a content stream.

**Document F:** U.S. Patent Number 6,154,207


US Patent No. 6,154,207 discloses an authoring tool that is utilized for authoring an interactive multimedia application, which eliminates undesired language from an audio source. The application monitors either audio itself or text, which accompanies the audio and temporarily stops the audio for a duration corresponding to that of the undesired language optionally replacing it with a beep.

**Document G:** U.S. Patent Number RE33,808

US Patent No. RE33,808 discloses a signal substitution system for cable television which applies substitute television program signals in at least one substitute channel to the transmission cable along with signal substitution control signals. The signal substitution control signals include a plurality of different terminal command signals and a plurality of different event command signals. Each of the terminal command signals includes a respective panelist address signal for identifying a respective panelist receiving station and a plurality of event identification signals identifying respective events. Each of the event command signals includes a respective event address signal corresponding to a respective event and a normal channel identification signal for identifying a normal channel into which a substitute television program is to be switched. A controller at each panelist receiving station responds to the signal substitution control signals by selectively switching a substitute television program into a normal channel. The controller stores event signals corresponding to the event identification signals of the respective terminal command signal. When a received event address signal corresponds to a local event address signal and the received normal channel identification signal corresponds to a channel select signal selected by the viewer, a substitute channel is substituted for the channel selected by the viewer for a period determined by the event command signals.

The Applicant believes that none of the documents identified above discloses the **"SYSTEM AND METHOD FOR ADVERTISEMENT SPONSORED CONTENT DISTRIBUTION"** claimed in the present patent application. A copy of the above referenced documents is included with this disclosure statement.

Respectfully submitted,



Norton R. Townsley  
Applicant's Attorney  
Registration No. 33,608

100 Corporate Pointe  
Suite 330  
Culver City, CA 90230  
Phone: (310) 645-7259  
Fax: (310) 215-3248

+

+

PTO/SB/08A (10-96)  
 Approved for use through 10/31/99. OMB 0651-003  
 Patent and Trademark Office U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

**Complete if Known**

<b>Application Number</b>	09 / 778,234
<b>Filing Date</b>	02/06/2001
<b>First Named Inventor</b>	Kovac
<b>Group Art Unit</b>	2614
<b>Examiner Name</b>	
<b>Attorney Docket Number</b>	PM4

(use as many sheets as necessary)

Sheet	1	of	1
-------	---	----	---

Attorney Docket Number	PM4
------------------------	-----

Sh

APR 20 2001

Examiners Initials

DEPARTMENT OF COMMERCE

[illegible][illegible]

Date Considered

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

**Burden Hour Statement:** This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:** Assistant Commissioner for Patents, Washington, DC 20231.